GOVERNMENT OF INDIA
ENVIRONMENT, FORESTS AND CLIMATE CHANGE
LOK SABHA

UNSTARRED QUESTION NO:3734
ANSWERED ON:16.12.2014
NATIONAL ENVIRONMENTAL AWARENESS CAMPAIGN
George Shri (Adv.) Joice

Will the Minister of ENVIRONMENT, FORESTS AND CLIMATE CHANGE be pleased to state:

(a) whether the Government has conducted National Environmental Awareness Campaign(NEAC);

(b) if so, the details thereof and the total number of such campaigns conducted during each of the last three years and the courrent year , State −wise;

(c) whether the Government has assessed the outcome of the NEAC in the country; and

(d) if so, the details and outcome thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) FOR ENVIRONMENT, FORESTS AND CLIMATE CHANGE (SHRI PRAKASH JAVADEKAR)

(a) & (b) Yes sir, National Environment Awareness Campaign (NEAC) is being conducted since 1986 with the objective to create environmental awareness among the wide group of stakeholders at the national level. NEAC is implemented through identified organizations, which are designated as Regional Resource Agencies (RRAs). The Regional Resource Agency, which can be either a government department or an autonomous body of the State Government or an NGO. This programme is implemented through thematic approach which is identified every year. The theme for the year 2014-15 is "Combating Desertification, Land Degradation and Drought". Every year around 12,000 to 14,000 organizations are supported under this campaign. During Financial year 2014-15 the number of participating organizations has gone up to 16045. The number of participating agencies conducted NEAC for the last three years and current year is annexed.

(c) & (d) The outcome of the NEAC is assessed by the Regional Resource Agencies (RRAs). RRA helps the ministry in conducting, supervising and monitoring of NEAC. The performance of Participating Agencies is reviewed every year on the basis of the evaluation reports submitted by the RRAs and the manner in which they handle the campaign. The participating organisations since 1986 have increased from 115 to 16045 which reflect growing significance of this programme.